

# **VIRGINIA SLIMS CIGARETTES**

**will appear in News America Inserts**

**on Sunday, October 9, 1994.**

**Don't be caught short...**

**Order, stock and display extra cases**

**during this promotion!**

2071421847

# VIRGINIA SLIMS

## Book of Days '95

With coupon deals on  
everything from cosmetics  
to car care, it's the best  
combination since  
brains and beauty.



**FREE**  
with 15 pack UPCs

TO ORDER: Fill out this form completely, enclose 15 Virginia Slims pack UPCs, plus \$2.00 check or money order (no cash) payable to Virginia Slims for shipping and handling. Mail in an envelope to Virginia Slims Book of Days, P.O. Box 8026, Dover, DE 19903-8026.

☐ Ms. ☐ Mr. Name \_\_\_\_\_ ☐ Female ☐ Male  
Address \_\_\_\_\_ Apt. \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Phone Number ( ) \_\_\_\_\_  
Regular Brand Smoked \_\_\_\_\_

By participating in this offer and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail subject to state and federal law.

Signature X \_\_\_\_\_ Birth Date \_\_\_\_\_  
(required) (required)

Offer good until 2/28/95. Limit one order per person. Offer limited to smokers 21 years of age or older. Offer good in USA only. Void where prohibited. Void to employees of Philip Morris and its advertising agencies. Postage may vary according to the weight of your envelope. Please check with post office to ensure you've affixed proper postage. Please allow 10 to 12 weeks for delivery.

2071421848



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8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**

# VIRGINIA SLIMS CIGARETTES

MARKET	NEWSPAPER	CIRC (000)	MARKET	NEWSPAPER	CIRC (000)
<b>NEW YORK 1H0</b>					
TRENTON, NJ	TIMES	96	<b>JACKSON 3E0</b>		
	Region Total:	96	JACKSON, MS	CLARION LEDGER	131
<b>PHILADELPHIA 110</b>			MERIDIAN, MS	STAR	22
READING, PA	EAGLE	111	HATTIESBURG, MS	AMERICAN	30
ALLENTOWN, PA	MORNING CALL	190	MONROE, LA	NEWS-STAR	48
EASTON, PA	EXPRESS TIMES	50		Region Total:	231
PHILADELPHIA, PA	INQUIRER	948	<b>MIDLAND 300</b>		
CAMDEN, NJ	COURIER POST	101	SAN ANGELO, TX	STANDARD-TIMES	40
DOYLESTOWN, PA	INTELLIGENCER	51	ABILENE, TX	REPORTER-NEWS	55
LEVITTOWN, PA	BUCKS COUNTY COURIER TIMES	78	WICHITA FALLS, TX	TIMES RECORD NEWS	49
WILLINGBORO, NJ	BURLINGTON COUNTY TIMES	48	LUBBOCK, TX	AVALANCHE-JOURNAL	79
WEST CHESTER, PA	LOCAL NEWS	34	MIDLAND, TX	REPORTER-TELEGRAM	28
COATESVILLE, PA	RECORD	6	ODESSA, TX	AMERICAN	34
PHOENIXVILLE, PA	PHOENIX	5		Region Total:	285
ATLANTIC CITY, NJ	PRESS	99	<b>ALBUQUERQUE 3P0</b>		
NORRISTOWN, PA	TIMES HERALD	27	EL PASO, TX	TIMES	103
POTTSTOWN, PA	MERCURY	30	ALBUQUERQUE, NM	JOURNAL TRIBUNE	169
WOODBURY, NJ	GLOUCESTER COUNTY TIMES	27	SANTA FE, NM	NEW MEXICAN	26
CHESTER, PA	DELAWARE COUNTY TIMES	51		Region Total:	298
WILMINGTON, DE	NEWS JOURNAL	150	<b>COLUMBUS 4C0</b>		
DOVER, DE	DELAWARE STATE NEWS	39	PARKERSBURG, WV	NEWS	43
	Region Total:	2045	BELMONT, OH	MARTIN'S FERRY TIMES LEADER	23
<b>KNOXVILLE 2H0</b>			COLUMBUS, OH	DISPATCH	405
BRISTOL, VA	HERALD-COURIER/VA-TENNESSEAN	47		Region Total:	471
KINGSPORT, TN	TIMES-NEWS	49	<b>CINCINNATI 4D0</b>		
JOHNSON CITY, TN	PRESS	36	CINCINNATI, OH	ENQUIRER	358
KNOXVILLE, TN	NEWS-SENTINEL	185	HAMILTON, OH	JOURNAL-NEWS	28
MORRISTOWN, TN	CITIZEN TRIBUNE	25	DAYTON, OH	NEWS	226
CHATTANOOGA, TN	NEWS-FREE PRESS	114	SPRINGFIELD, OH	NEWS-SUN	46
	Region Total:	456		Region Total:	658
<b>ATLANTA 2J0</b>			<b>CHICAGO 4L0</b>		
ATLANTA, GA	JOURNAL-CONSTITUTION	724	CHICAGO, IL	TRIBUNE	1111
ATHENS, GA	BANNER-HERALD/NEWS	35	CHICAGO, IL	SUN TIMES	517
GAINESVILLE, GA	TIMES	28	AURORA, IL	BEACON-NEWS	43
	Region Total:	787	ELGIN, IL	COURIER-NEWS	30
<b>BIRMINGHAM 2K0</b>			JOLIET, IL	HERALD-NEWS	50
BIRMINGHAM, AL	NEWS	210	WAUKEGAN, IL	NEWS-SUN	42
HUNTSVILLE, AL	TIMES	85	WHEATON, IL	JOURNAL	5
	Region Total:	295	NAPERVILLE, IL	SUN	19
<b>SAVANNAH 2L0</b>			ARLINGTON HEIGHTS, IL	DAILY HERALD	120
MACON, GA	TELEGRAPH	106	CRYSTAL LAKE, IL	NORTHWEST HERALD	31
COLUMBUS, GA	LEDGER-ENQUIRER	68	ORLAND PARK, IL	SOUTHTOWN ECONOMIST	62
MILLEDGEVILLE, GA	UNION-RECORDER	9	GARY, IN	POST-TRIBUNE	84
AUGUSTA, GA	CHRONICLE-HERALD	103	HAMMOND, IN	TIMES	76
SAVANNAH, GA	NEWS	83		Region Total:	2190
	Region Total:	369	<b>SAN DIEGO 5M0</b>		
<b>MIAMI 2Q0</b>			RIVERSIDE, CA	PRESS-ENTERPRISE	172
MIAMI, FL	HERALD	533	PALM SPRINGS, CA	DESERT SUN	55
FORT LAUDERDALE, FL	SUN-SENTINEL	383	SAN DIEGO, CA	UNION-TRIBUNE	454
	Region Total:	916	ESCONDIDO, CA	TIMES ADVOCATE	42
<b>MEMPHIS 3D0</b>			OCEANSIDE, CA	BLADE-CITIZEN	53
MEMPHIS, TN	COMMERCIAL APPEAL	285	TEMECULA, CA	CALIFORNIAN	12
JACKSON, TN	SUN	45		Region Total:	788
				Total:	10,215

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Retailers! For more information about this promotion call (800) 666-COUP  
 News America 1211 Avenue of the Americas New York, NY 10036 (212) 782-8000